

DESIGN BRIEF - SIMPLY BAKED

Who we are?

We are a bakery based in Hessle, Yorkshire. We have both a physical shop for consumers and a small warehouse that ships directly to businesses (mainly convenience stores) within Yorkshire. We make simply baked goods, using minimal, high-quality ingredients. Our shop offers a variety of breads and cakes and our warehouse focuses on sandwich bread.

We are looking for a playful rebrand to help boost our brand identity because we would like for our branding to reflect our personality as a company and our sustainable ethos.

Creative problems

We are finding it difficult to communicate that our products are better than our competitors, especially within the sandwich bread market.

We want to offer people an option that won't have lasting effects on their health.

We want our packaging to be sustainable. No more plastic!

Business goals

We aim to become the UK's go to for sandwich bread. We would love for people up and down the country eating our low processed products and recycling/reusing our packaging.

We would also like to expand with our physical shops and open more branches nationally.

Additionally, we would like to grow our brand's identity by visiting music festivals across the UK.

Our audience

We have a broad target audience:

- All genders
- 25+
- Loves delicious food but are conscious of ingredient use and/or environmentally friendly.

Competitors

Small

- Vilgain
- Jason's
- The Bread Factory
- Luke's

Large

- Warburtons
- Hovis
- Kingsmill

Potential communication platforms

Print - shop front signage, vehicle graphics for delivery vans/lorries

Digital - marketing assets

POS - festival stall POS, supermarket POS packs